Social Media Metrics

The Jump Starter Worksheet

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**Our Recommended Approach:**

**1. What is the point of your social media work, *really?***

At what level are you good with on-platform engagement alone?

At what level do you need follow-throughs on calls to action, such as clicks off social to your website where another action may occur?

**2. Start with what you actually have control over *without* spending:***Topics, Formats, and Frequency and their impact on Reach and Engagement (and Engagement Over Reach)*

**3. Then expand your organic reach with paid reach once you know what is working.**

**Social Media Metrics within a Given Time Frame (Last 28 or 90 days?)**

**\*Kivi’s Favorites**

**Activity** (how many posts, what about, what format)**:**

* **\*Number of Posts** -what’s your average frequency (per week or month)?
* **\*Topics of Posts** - what are some easy ways to categorize these?
* **\*Formats of Posts** - more channel-specific, but what are some easy ways to categorize these based on what you typically post? Think of basic ones like links/images/text/videos but also if you have any particular differences within those (e.g. live video versus recorded, certain graphics versus photo images)

**Reach** (how many saw it, who they are):

* **Total Followers** (may also note any standouts)
* **\*New Followers**
* **\*Post Reach** (FB: The number of people who saw any post in the given timeframe at least once)

**Engagement** (what did they do with the content):

*Looking at People Overall*

* **Post Engagement** (FB: The number of reactions, shares, comments, clicks in given time period)
* **\*Engagement / Reach** (% of people who saw content that engaged with content)
* **Reach / Followers** (% of followers that actually saw content - *reach can include non-followers*)
* **Engagement / Followers** (% of followers who engaged - *engagement can include non-followers*)

*Looking at Content Specifically (Top 5-10? Depends on where you start to see meaning)*

* **Top Posts by Reach**
* **Top Posts by Engagement**
* **\*Top Posts by Engagement / Reach**
* **\*Engagement by Topics or Format** of Content

**Impact** (what is the result):

(Does engagement = impact for you? Is that the point of your social content, or do you have a call to action where you can measure a conversion?)

* Click to a website page?
* Click to another action within the platform itself?
* Completion of an action after the click?

**Next step: Take what is meaningful to you here and move it into a spreadsheet or whatever format is easiest for you to track.**